

FORE-GLANCE  
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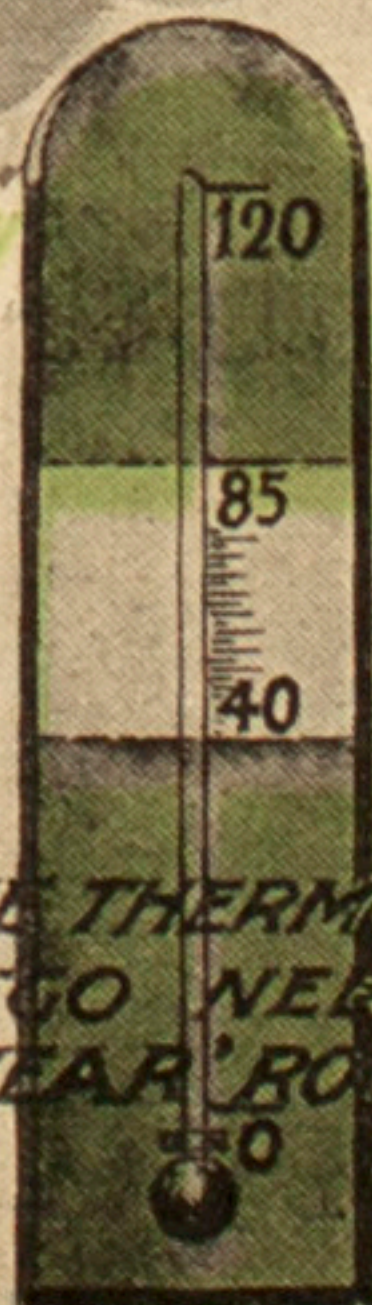


# PANAMA- CALIFORNIA EXPOSITION

## SAN DIEGO

**UNIQUE  
INTERNATIONAL  
YEAR'ROUND  
JAN 1-DEC. 31**

TRANSPORTATION  
IMMIGRATION  
EXPLOITATION  
IRRIGATION



RECLAMATION  
CONSERVATION  
EDUCATION  
AVIATION

ALL OF THE THERMOMETER  
SANDIEGO NEEDS  
THE YEAR'ROUND



# Reasons for San Diego's Exposition, Celebrating Panama Canal Opening

**S**AN DIEGO, California, will hold an International Panama-California Exposition from January 1 to December 31, 1915, to celebrate the completion of the greatest engineering achievement of man—the Panama Canal—and to exploit the wonderful world advancement made possible thereby.

Two million dollars have been raised and other large sums are available. Balboa Park, of 1400 acres, in the city's heart, will be the Exposition site. Architects of international reputation are now planning the landscape adornment of this beautiful preserve. Impressive ground-breaking ceremonies early in the spring of 1911 will be the signal for immediate, vigorous construction work.

The so-called "mission" style of architecture will pay tribute to the memory of the venturesome Seventeenth century Spanish padres who first anchored in San Diego bay—"the Harbor of the Sun"—and there laid California's cornerstone—"the place where California began." Tropical and semi-tropical foliage, flora, vine and terrace gardening will complete the setting for the most beautifully, artistically and naturally staged International Exposition ever held.

San Diego's chief reasons for holding an International Exposition are:

San Diego is the first United States port from the Panama Canal on the Pacific, the nearest to the "great circle of commerce" to be followed by globe navigators when the Canal is opened.

San Diego is the logical, strategic railroad-tide-water gateway for the Southwest United States, because of shortest routes and lowest grades.

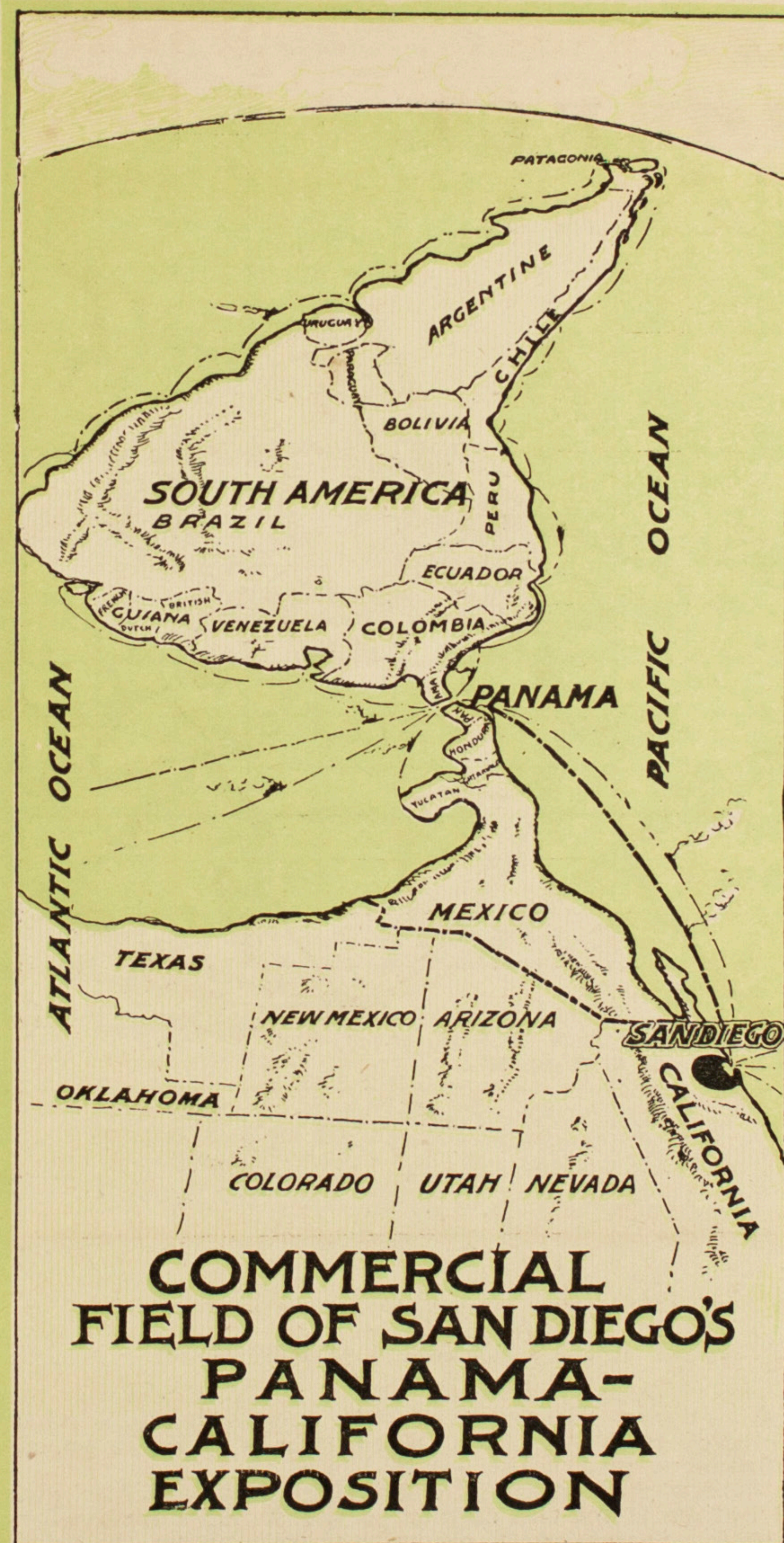
San Diego has one of the only two land-locked harbors between Valparaiso and Puget Sound.

San Diego's "back country" has greater opportunities for the investor, homeseeker, farmer, fruit-grower, miner, merchant, jobber, manufacturer, empire or railroad builder than any similar area in the world.

San Diego will be the ultimate Southwest terminal on the Pacific for coastwise shipping, plying the Latin-American coasts.

San Diego is the only United States city capable of holding an Exposition an entire year where every day of San Diego's "eternal summer" is a plowing, planting, growing, harvesting day, with a thermometer range of 40 to 85 degrees Fahrenheit.

San Diego is destined to be the great seaport, railroad, manufacturing, commercial, playground and residence metropolis of the Pacific southwest states.



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# 'Opportunity Exposition' in 1915 Will Exploit the New 'Pacific Southwest'

**T**HE Panama-California Exposition will be an International "Opportunity Exposition," exploitive of the great "American Southwest."

This "American Southwest" embraces the Southwestern United States—California, Arizona, Nevada, Utah, Colorado, New Mexico, Western Texas and Western Oklahoma—and the Latin-American nations to the southward—Mexico, Central and South America.

This great empire, in 1915, looming largest on the horizon of the generation immediately ahead, will become the new focusing point of the world's immigration, the new land of opportunity next to be conquered by peaceful settlement.

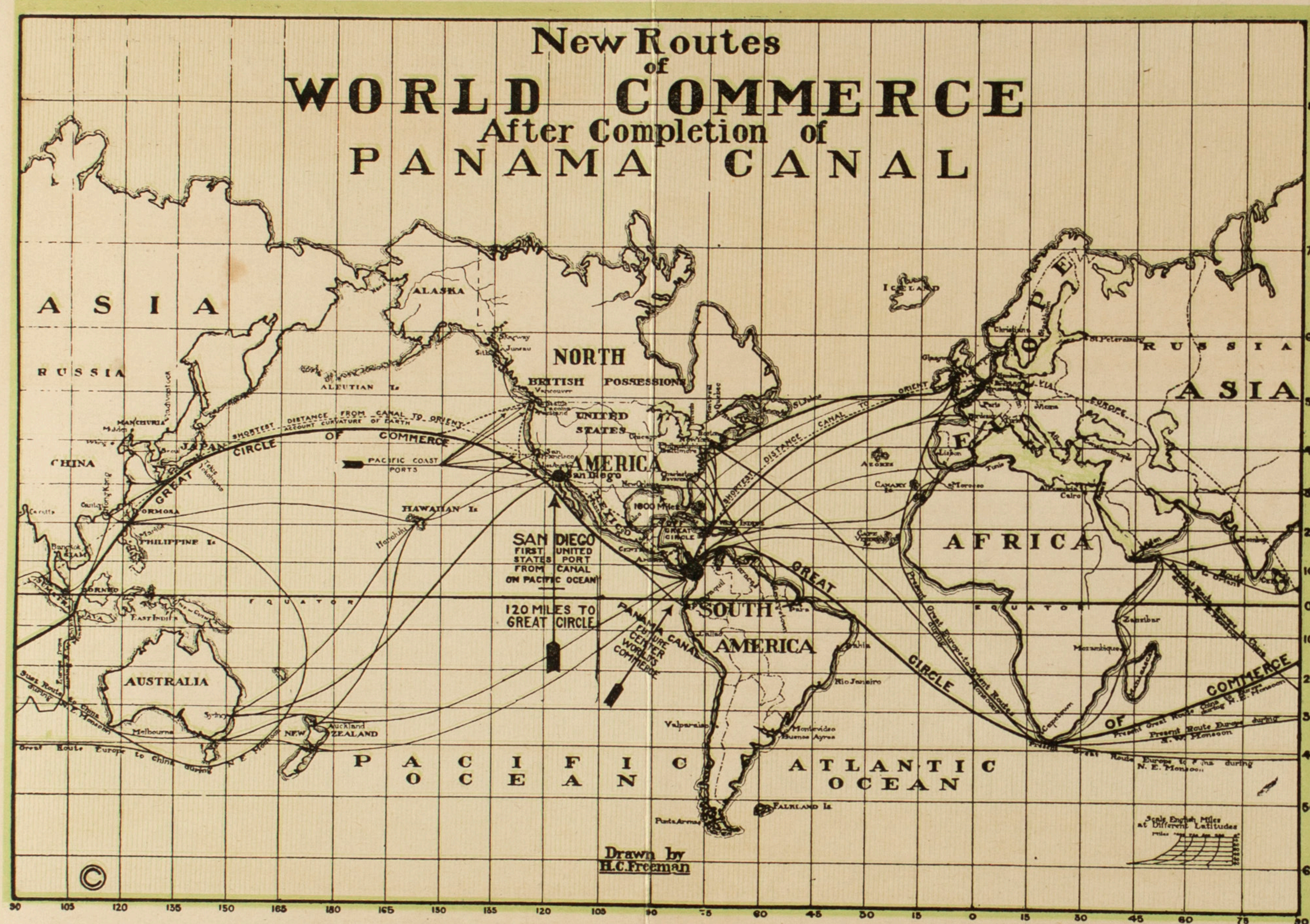
What was intended to be accomplished by the Chicago and St. Louis Expositions in pointing past achievements of the United States is what San Diego intends and will accomplish, with its Panama-California Exposition, in pointing the limitless future opportunities of this great "American Southwest," with its millions of acres of the most productive lands of Earth, capable of sustaining an immense population, and its fabulous mineral treasures, of which the gold of the Aztecs was but a faint suggestion.

San Diego hopes thereby to stimulate a greater world-interest in this immense empire through closer commercial and social relationships.

In order to make this "Opportunity Exposition" so convincing, so eloquent, so compelling, that all nations of Earth may the more easily and indelibly learn their new lessons in international trade, commerce and expansion by having spread before them a complete array of the alluring commercial, agricultural, horticultural, mining, immigration, exploitation, irrigation, reclamation and transportation possibilities of this great "Empire of Opportunity," all states and nations, cities, commercial and civic bodies and the whole people falling within its magic circle are earnestly invited to co-operate by installing exhibits of such character, range and proportions as to leave nothing untold to the thousands who will judge this great "American Southwest" by what they see and learn at the Panama-California Exposition.

The great industrial and commercial concerns and enterprises and the civic and commercial bodies of the United States, Europe, Asia and the Orient, that seek new markets or closer commercial, industrial or financial relations in this "American Southwest" are likewise cordially invited to participate in this "Opportunity Exposition."





A string stretched tightly on globe from Canal to Orient traverses San Diego—The course of future navigation.

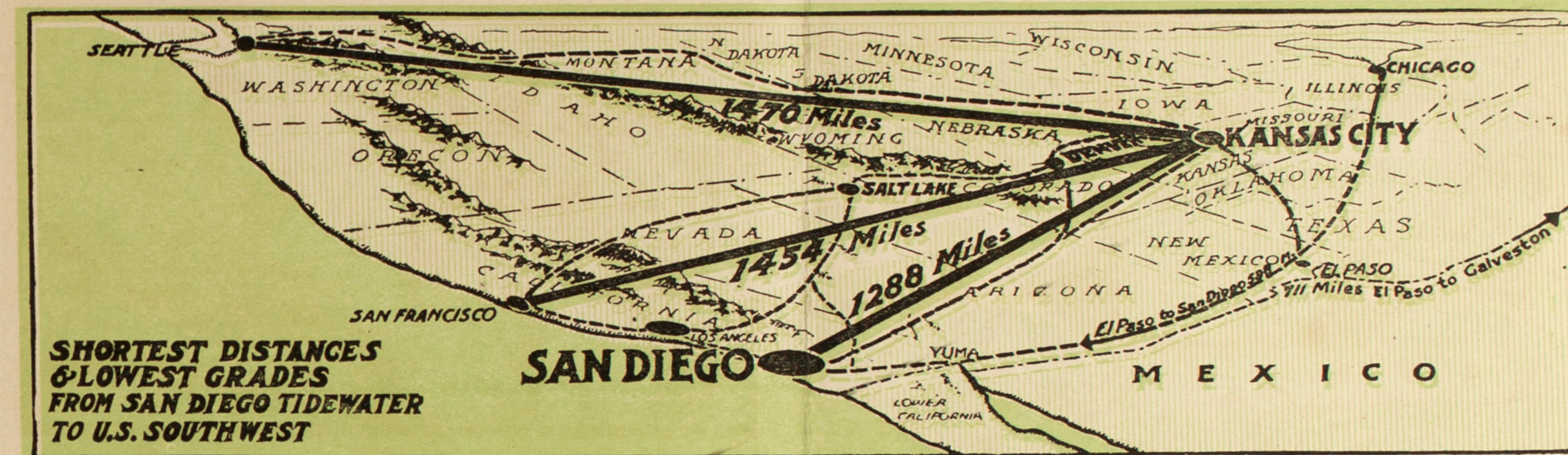
### San Diego's Great Harbor Will Connect Land and Ocean Commerce

**T**HE opening of the Panama Canal will radically revolutionize the ocean commerce of the world. Globe navigators will destroy their present charts by way of the Suez Canal and will draw a new "great circle of commerce" from Europe to the Orient via the Panama Canal.

Of all seaports of the United States to feel the transforming touch of this Twentieth century achievement,

by being physically forced into first rank among the great tide water gateways of this greater nation, when this "circle" is drawn, San Diego stands alone in potential commerce and trade possibilities.

San Diego harbor is destined to have a big star placed before it on the charts of the world's navigators after 1915. San Diego's exposition will prove the logic of the dawning star.



Trans-continental railroad extensions now building inland will meet world's shipping at San Diego's tide-water wharves.

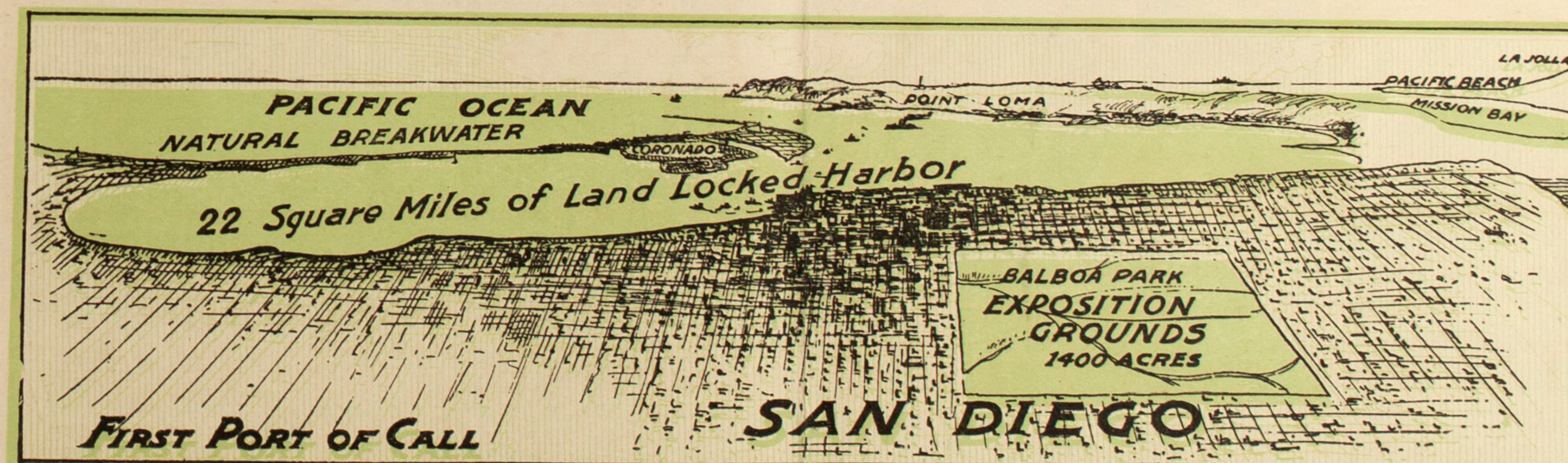
### San Diego's Geographical Strategy Means "Logical Railroad Gateway"

**W**ITH San Diego firmly established as a world port on the "great circle of ocean commerce", the great grain, cereal, cotton, mining, coal, and other raw material, manufacturing centers of the Middle, Rocky Mountain and Southwestern states of the nation will be brought 166 miles nearer tide water at San Diego's wharves, than through any other railroad terminal on the Pacific.

Of equal or more significance is the fact that the same god of destiny who so thoughtfully curved San Diego's shore line in this favored direction toward the throbbing heart of the nation also reduced the heavy mountain grades which northern railroads now combat

in reaching northern seaports to little more than water grades in reaching San Diego. One fourth to one-third less motive power and 166 miles less mileage combine, therefore, in bringing Chicago, Kansas City, Denver and Salt Lake nearer to the "great circle of commerce."

The San Diego and Arizona Railway, now rapidly building, which will soon connect San Diego with the Southern Pacific and other transcontinental railroads at Yuma, Arizona, will turn the talismanic key in the lock of railroad strategy and, most significant of all, will link field, factory and marts of the Eastern states with the "great circle of ocean commerce" at the wharf-ocean line of San Diego's land-locked harbor.



San Diego's harbor will float navies of world, with natural breakwater and promontory as protection.





**Types of Energy and Capital that Stand Sponsor  
for Panama-California Exposition**

1—D. C. Collier, Director General. 2—U. S. Grant, Jr., President. 3—L. G. Monroe, Secretary. 4—A. G. Spalding, 2nd Vice-President. 5—J. W. Sefton, Jr., Exploitation and Publicity. 6—D. F. Garrettson, Finance. 7—J. D. Spreckels, 1st Vice-President. 8—George W. Marston, Grounds and Buildings. 9—L. S. McLure, 3rd Vice-President. 10—George Burnham, President Chamber of Commerce, Director. 11—G. A. Davidson, 4th Vice-President.



Cliff Dwellers' Village will revive beauties of lost arts.

### Aboriginal Tribes to Assemble

THOUSANDS of visitors from the far corners of the world will be attracted to the Exposition by its spectacular, never-before-attempted ethnological and archaeological exhibit. Every known Indian tribe of the Western Hemisphere, existing or extinct, will be represented in one monster gathering by living members or lineal descendants, together with exhaustive collections of their primitive handiwork—the Toltecs, Mayas and Aztecs; the Mound Builders and Cliff Dwellers; Oaxacas and Yaquis of Mexico; Incas of Peru; Moquis, Zunis, Navajos, Comanches, Apaches, Papagos, Yumas, Sioux, Blackfeet, Flatheads, Coeur d' Alenes and other famous North American tribes—all with their potteries, serapes, bright blankets, fibre goods, gold filagrees and beads; rough implements, tools and looms; war paint, trophies and wildest horses; customs, industries and religious rites, sports and dances.

### Spanish Pageantry to Live Again

ANOTHER spectacular feature far out of the ordinary will be the faithful reproductions of happenings big in world history, together with the glittering pageantry, gorgeous costuming and splendid natural settings of events incident to discovery and conquest on these Pacific shores. Balboa, Cabrillo, Viscaino and Coronado will live again and the scenes they enacted on the stage of this new theater of human progress will be as truthfully reproduced as the ingenuity of man will permit.

While specializing in these new educational fields, the Panama-California Exposition will reach to the far corners of the world for exhibits of artistic, historic and commercial value, which shall be a prophecy of more wonderful progress for the future throughout this great American Southwest, while preserving the romance of long-gone days.



Plant and tree life will blossom and ripen

### Customs of All Ages in Review

BY startling contrast to the quaint customs of prehistoric and existing Indian tribes of the Americas and the crudities of the more glorious days of Spanish explorers, the Panama-California Exposition will emphasize in a most uniquely practical way the well nigh unbelievable progress made by the descendants of these first inhabitants of and first emigrants to this romantic land.

Alongside the customs of other days will be aligned enlightened modern methods employed in the production of those staples of life which constitute the great burden of world commerce.

Cotton, wheat, grain, fruit and other plant and tree life will actually blossom and ripen, ores will be mined and all will be prepared for commercial use. Waters will run, fires burn and wheels turn in teaching practical object lessons to those who seek education in these fields.

### "Mission City" Will Be Unique

THE history of California's earliest civilization will be impressed on the entire Exposition through the use of the so-called Mission method of architecture. In this phase the complexion of the spacious grounds will be absolutely Californian. Around the great plaza of the main entrance will be erected gates and arches copied from all the mission churches of California, and the buildings themselves—Art, Horticultural, Liberal Arts and the scores of other Exposition, State and Foreign buildings—will be constructed after the manner of San Diego, San Gabriel, San Juan Capistrano, San Luis Rey, San Luis Obispo, Santa Barbara, Monterey and San Francisco. Finished in their warm, cream colors, connected with graceful arcades and pergolas and covered with the vines and foliage of the tropics, the effect will outlast a lifetime of memory.

## San Francisco's World's Fair will Commemorate Completion of the Canal

THE City of San Francisco has announced its intention to hold a World's Fair during the year 1915, and the sum of \$17,500,000 has been raised to carry out the project. Doubtless this Exposition will attract half a million people to the Pacific Coast during its progress, and will secure the attention of the entire world to the wonderful latent possibilities of the vast region lying west of the Rocky mountains in the United States of America.

The rebuilding of San Francisco upon the ruin wrought by the great fire of 1905, to a city more beautiful and a grander and mightier and more populous city than was the San Francisco of other days, all within the space of five years, displayed an energy and a spirit of enterprise that presages unqualified success for the proposed World's Fair. To have raised the sum of \$17,500,000 for the purpose of holding the Fair in a city where all its resources had been taxed seemingly to the utmost for the rebuilding of great business blocks laid low by the devastating flames, and the reestablishment of business institutions entirely wiped out has indicated an ability to surmount great obstacles, and a purpose to do and dare that means that San Francisco will give the greatest World's Fair ever seen.

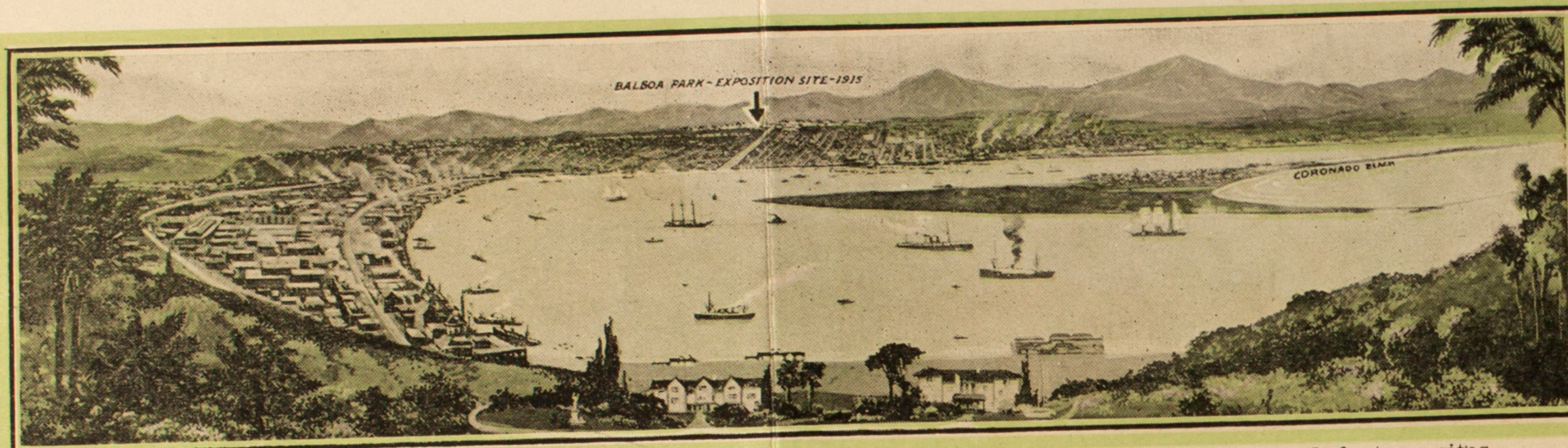
The State of California has indicated that it is one with San Francisco in the project of holding a world's fair to celebrate the opening of the Panama canal and the rebuilding of the Pacific metropolis by voting \$5,000,000 in aid of the enterprise.

The commercial importance of San Francisco, its cosmopolitan characteristics; its hospitality and its surroundings make it an ideal exposition city. The opening of the Panama canal to traffic will be an event of far reaching commercial and political importance, more especially to all of the countries adjacent to the Pacific Coast. It is only fitting that such a city, so situated, should be the place for holding a World's Fair to commemorate the event.

The many and varied natural attractions scattered throughout the State of California that may be visited by those who journey from far-off places to view the World's Fair in San Francisco will provide an inducement par excellence that will bring thousands to the Pacific coast in 1915 who would not care to attend such an event in other sections of the United States.

And above all is the fact that the West, and especially California, has a reputation for doing things.





San Diego's channel and spacious harbor, with proposed sea-wall, wharves, railroad terminals and factory sites.

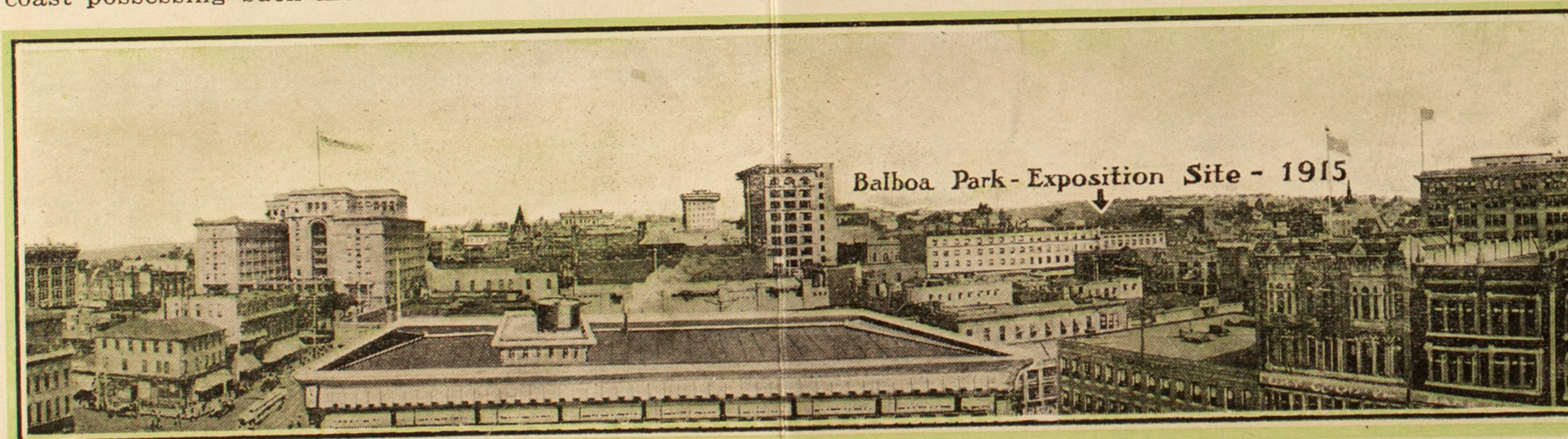
## San Diego Destined to be Great Tidewater Metropolis of Pacific Southwest

**B**EFORE the Panama Canal is opened to world commerce San Diego harbor will have been transformed into a great deep-water port. City tidelands are about to be reclaimed. Five million dollars of bonds will shortly become available to build a mighty municipal seawall and wharf—four miles in length—inside the natural breakwater. The channel will also be dredged to a depth of fifty feet, the draught of the largest ships of the world. Terminals of all trans-continental railroads entering San Diego will connect with this immense wharf, permitting of trans-shipment from train to vessel without lightering. The harbor, of twenty-two square miles, will then be capable of docking the navies and trading ships of the world and will be without a rival on the Pacific coast possessing such modern advantages. It is there-

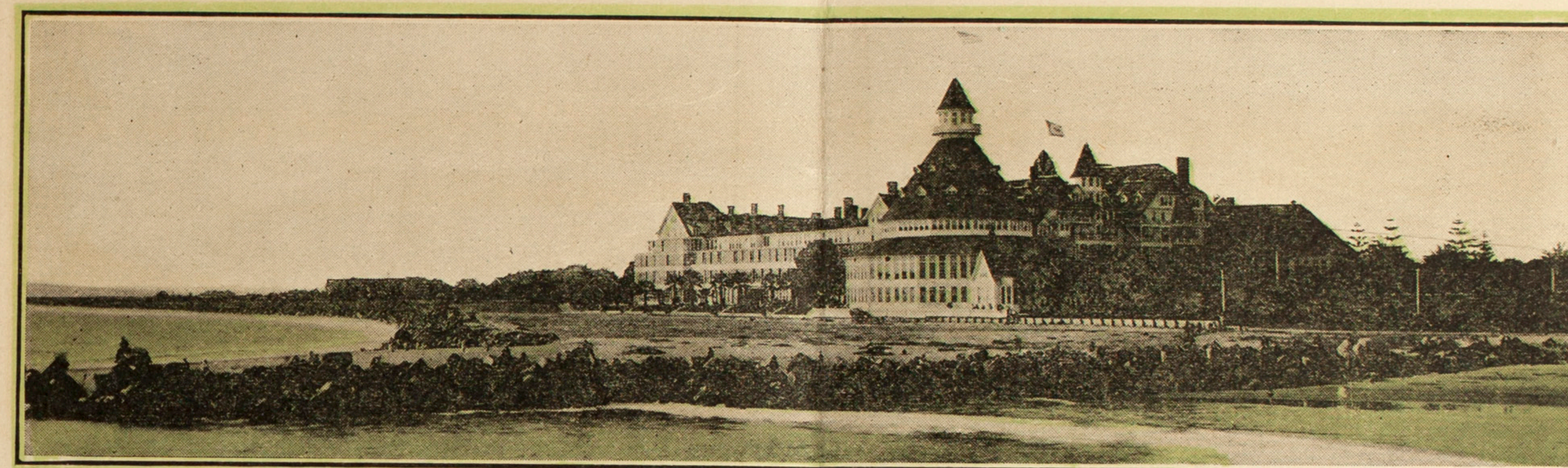
fore certain to become the focusing point for manufacturing enterprises of every kind, because 3,500 to 5,000 miles nearer to the great markets of the Pacific Ocean than Atlantic coast ports and closer to the great raw material states of the nation.

San Diego has doubled in population in four years. It will treble again before 1915. Its eternal summer is annually attracting increasing thousands; building facilities are taxed to the breaking point and the energies of this awakened city are riveting the attention of a continent on its tremendous opportunities and extraordinary advantages in commercial, mercantile, shipping, railroad and manufacturing fields.

Four million dollars in new buildings during the year just closed and a promise of nearly eight millions during the current year, points with convincing emphasis the extent of this new awakening.



San Diego's sky-scrapers, showing Exposition site—the Southwest seaport metropolis of tomorrow.



Hotel del Coronado is a fairyland annually to thousands of tourists who heed the lure of Southern California's playgrounds.

## Coronado Can Accommodate Ten Thousand Daily Exposition Guests for a Year

**H**OTEL DEL CORONADO and Coronado's "Tent City" are eloquent proofs within themselves of the ability of San Diego to entertain in handsome fashion the hosts that will visit the Panama-California Exposition. This magnificent hotel of a thousand rooms is a small city itself, while the "Tent City," with its miles of miniature streets, has no limit placed on its capacity. This will prove the popular mode of living for Exposition visitors as it is for the thousands who visit Del Coronado each year. They may live at the most famous caravansary in America, unequalled for its sumptuous service, rich furnishings and unique diversions, or they may live out-of-doors.

Coronado, as an all-year-round resort where each day

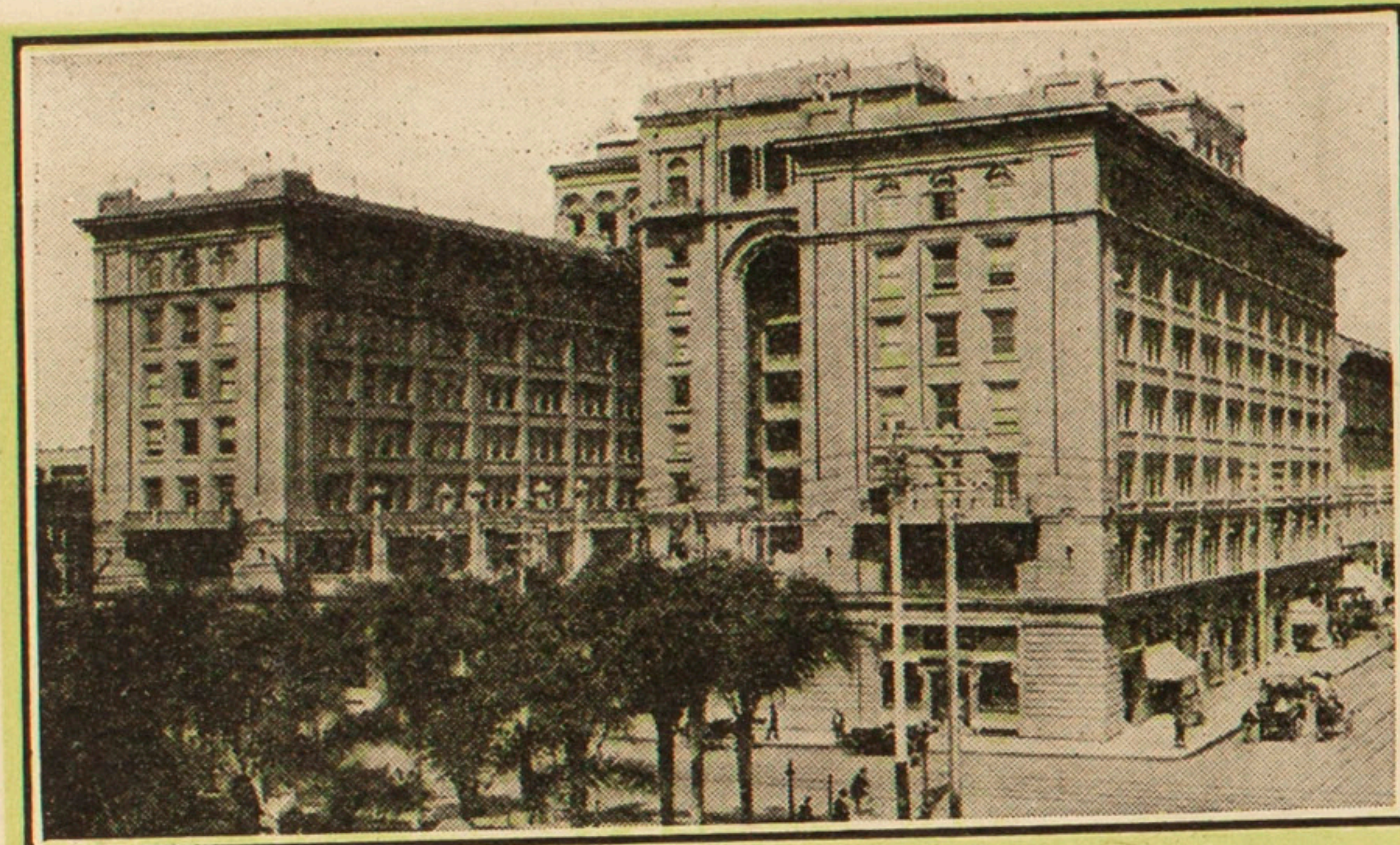
is like the other, and boasting the shortest thermometer in the world, with a range of 40 to 85 degrees, knows no seasons. It is a summer resort in summer, a winter resort in winter. It is connected with San Diego by a "silver strand" of land, which serves also as the natural breakwater for the city's harbor, and affords what unquestionably is the prettiest marine view on the Pacific coast, if not on the Western Hemisphere.

"Tent City" is built along this strand and each year is extended nearer San Diego, or toward the mainland, so popular is this odd method of out-door life becoming. Exposition visitors, even though they come by tens of thousands, can easily be absorbed by this model little city of Open Air.

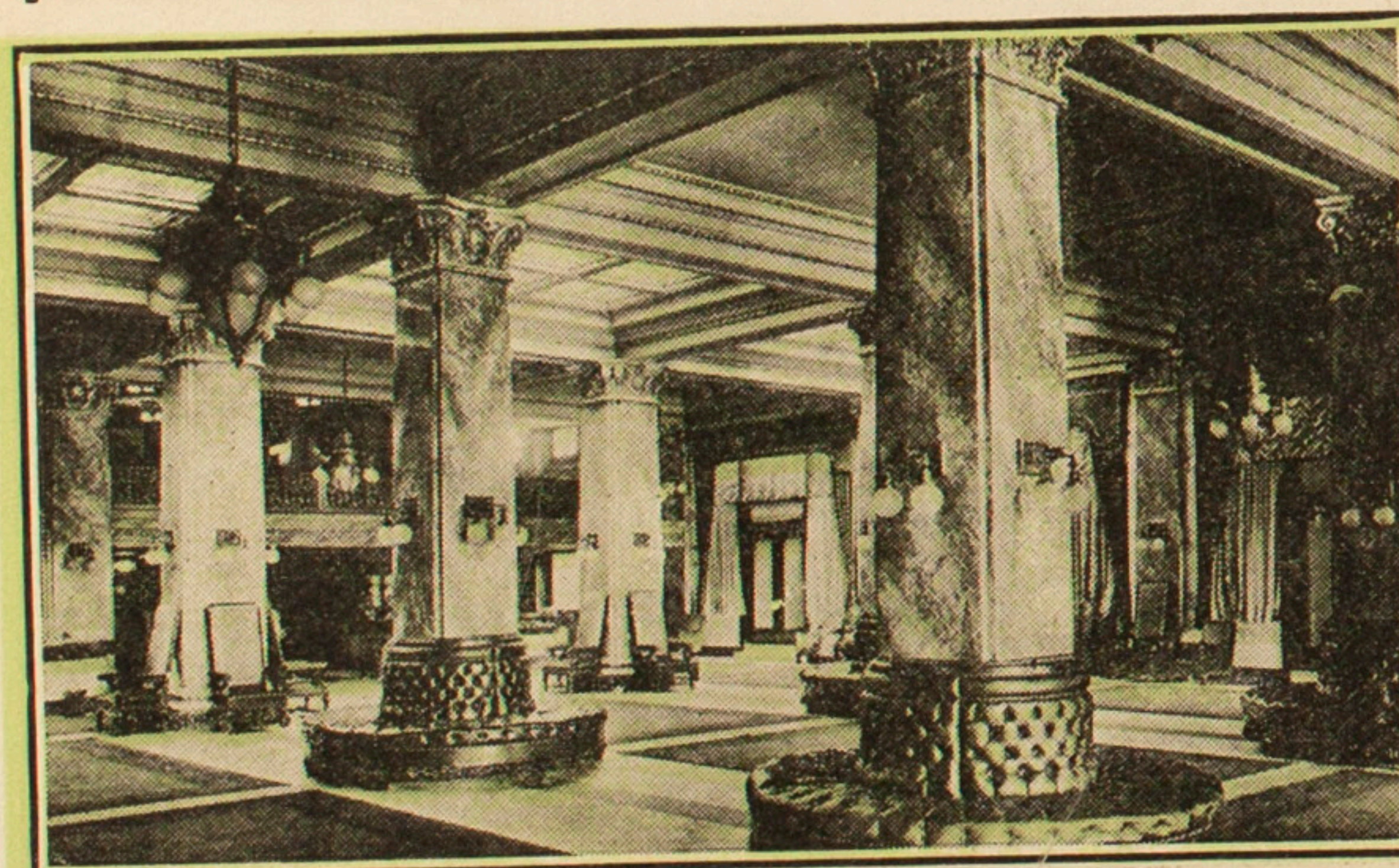


Three miles of streets at Coronado "Tent City" are a promise of ideal accommodations to an army of Exposition guests.

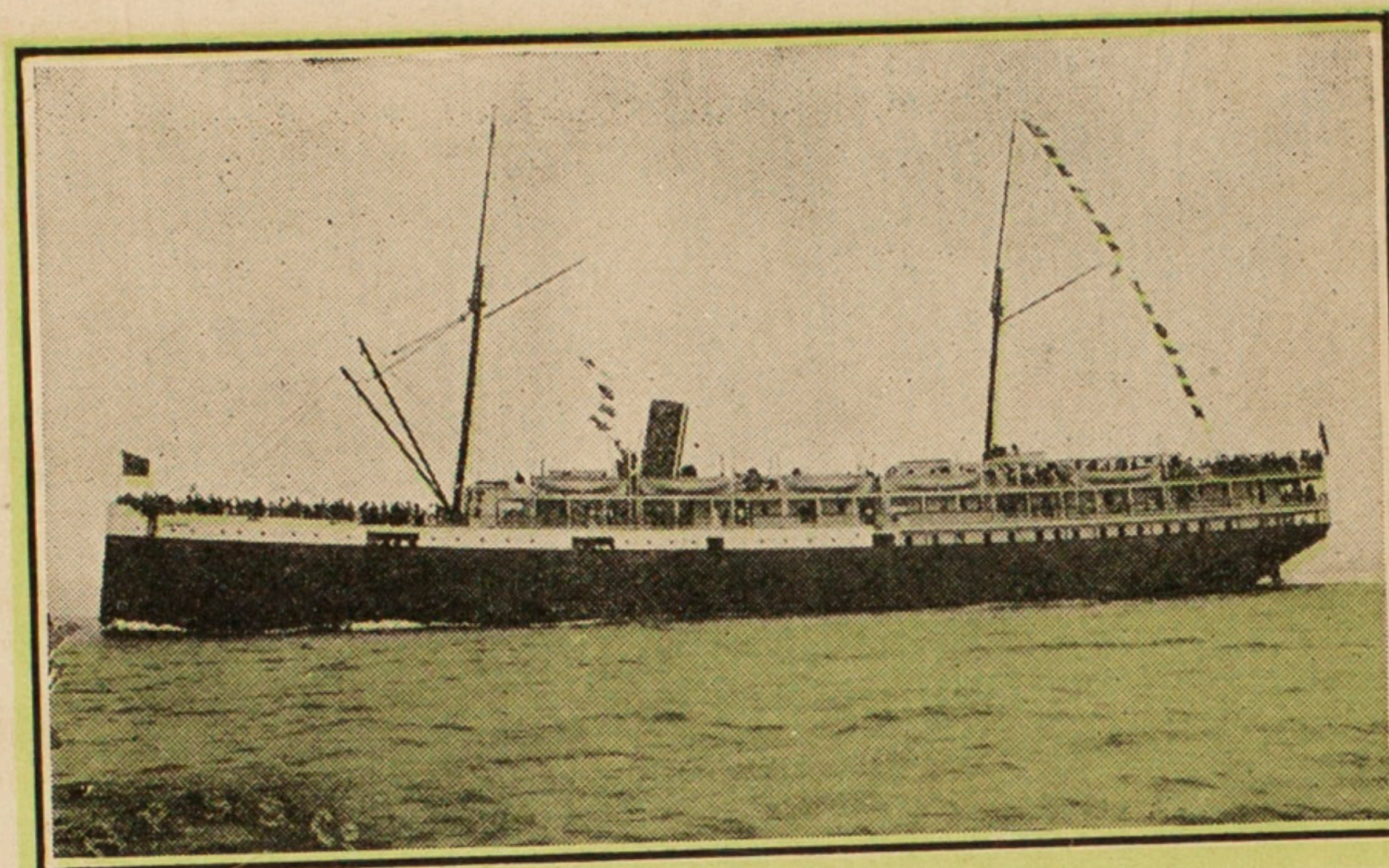




A mountain of hotel luxury, in city's heart,  
**New \$2,000,000 U. S. Grant Hotel**  
**T**WO million dollars in a single hotel building—the amount invested in the U. S. Grant hotel—is a standing guarantee to Exposition visitors that they will be well and comfortably housed. This impressive mountain of hotel elegance has just been thrown open to the thousands of visitors who annually visit San Diego. It is located in the very heart of the city and is pronounced superior to any of the more famous, because older, hotels of the Pacific coast. It is built of reinforced concrete, contains an even thousand rooms and is a wonderful composite of completeness in details and guest-comforts.  
 Every room in this beautiful hotel was reserved before the impressive opening in October.

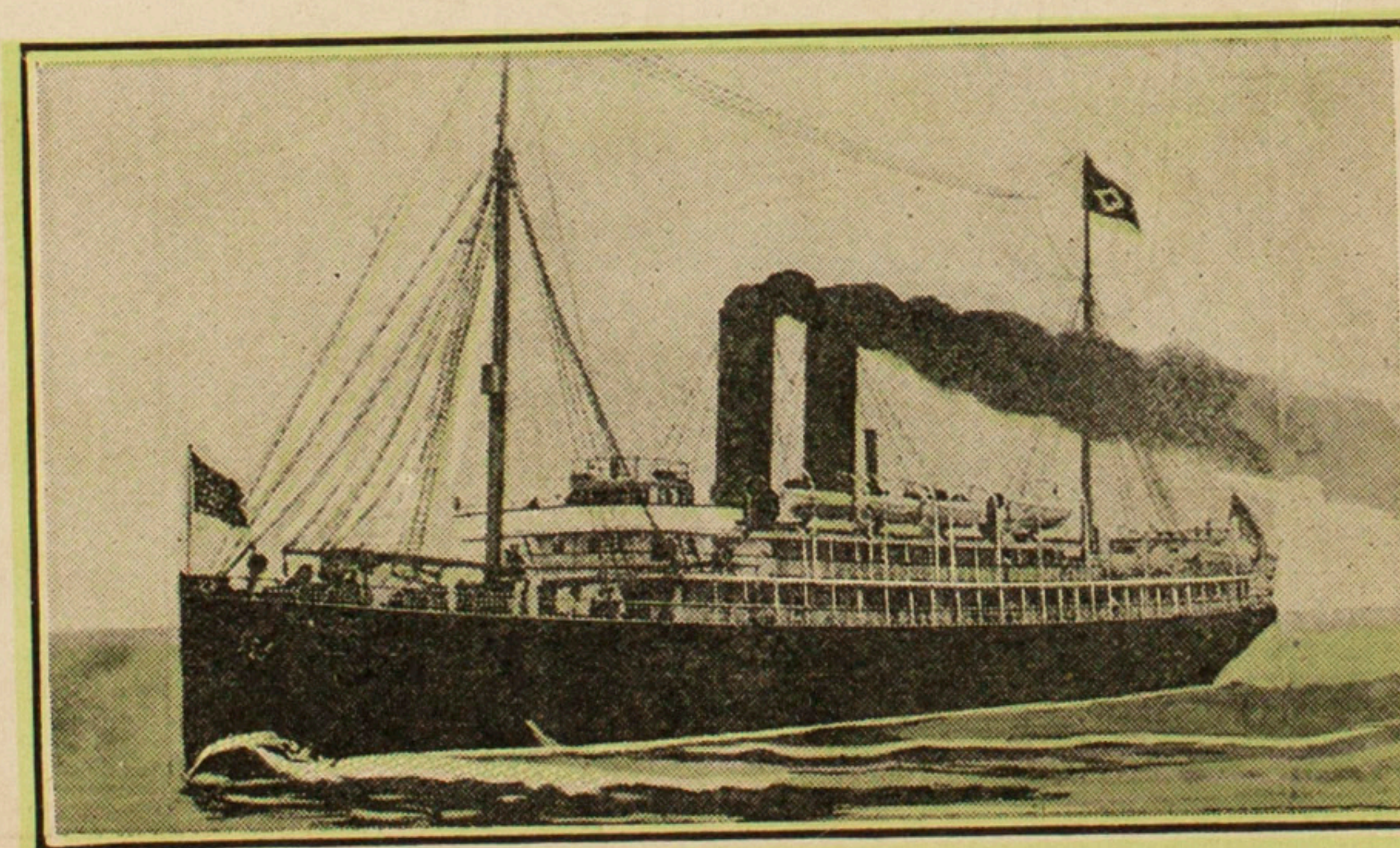


Marble lobby of U. S. Grant Hotel suggests splendors.

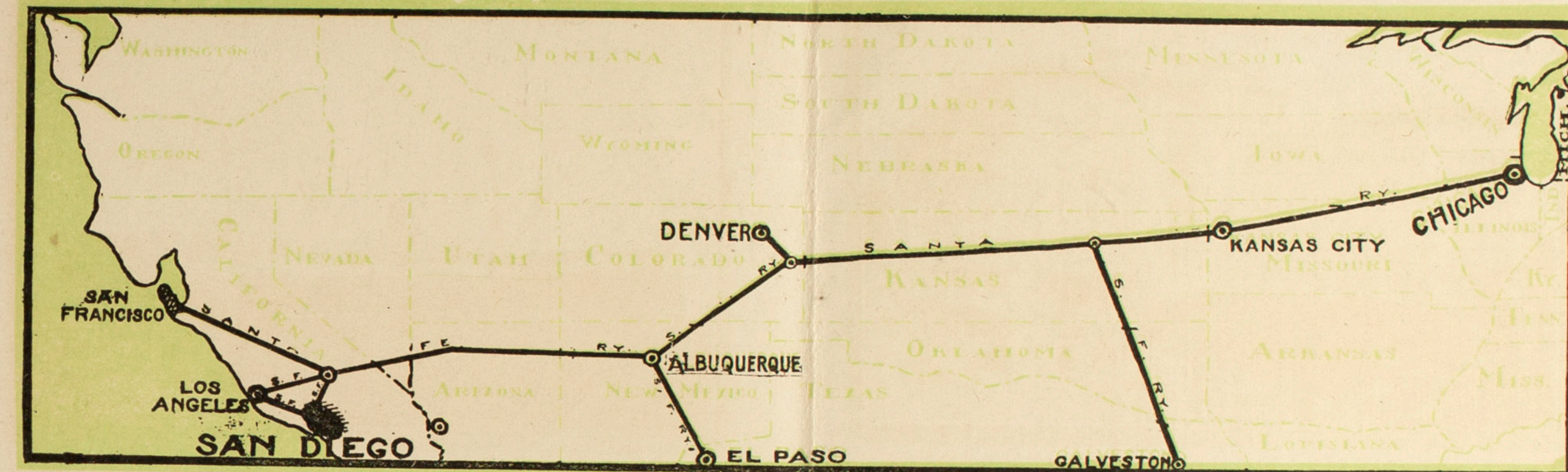


S. S. Roanoke, of North Pacific Co's San Diego line.  
**Regular Coast Steamship Service**

**S**AN DIEGO does not require the opening of the Panama Canal to put it on the map of navigation. Five steamship lines now send their vessels here as a regular port of call, one new line—the North Pacific Steamship company, whose ships ply between San Diego and Portland on weekly schedules—having been added during the year. The other lines are the Pacific Coast Steamship Company, plying between San Diego and Seattle; the American-Hawaiian Steamship company, plying between Salina Cruz, Mexico, and San Diego, San Francisco and Honolulu, in a triangular course; the Compania Naviera del Pacifico, plying between Mazatlan, Mexico, and San Diego; and the Meteor Boat Company, plying between San Diego and Ensenada, Mexico. These companies employ the largest ships on the Pacific.



S. S. Governor, of Pacific Coast S. S. line.

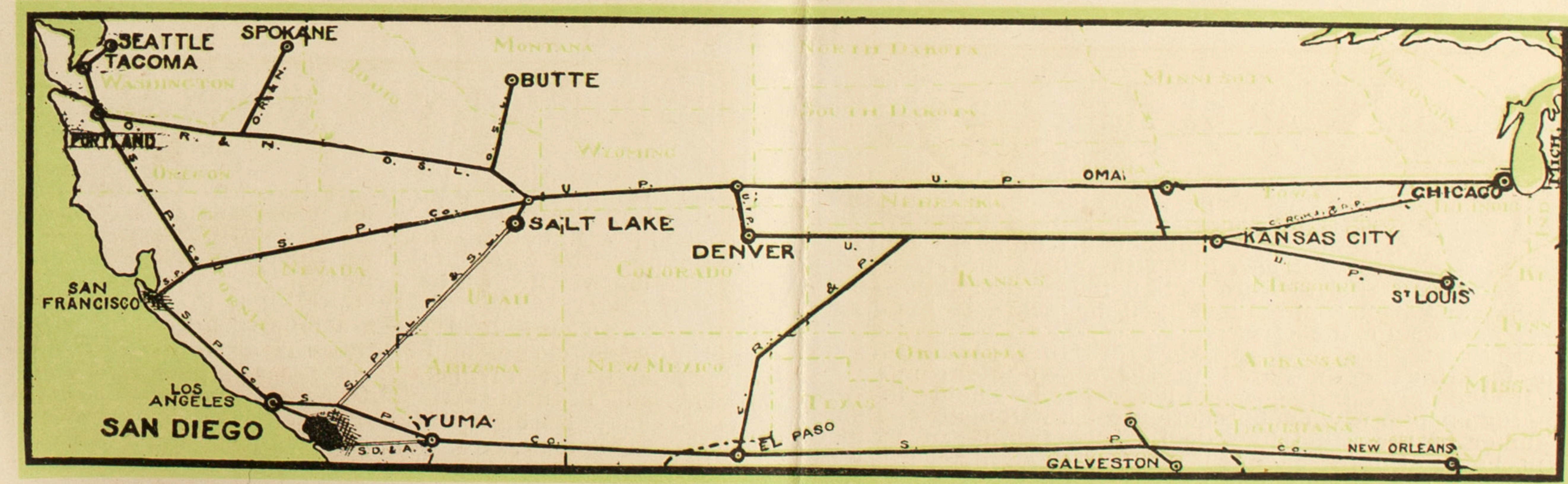


Santa Fe runs by direct line to San Diego from Chicago and touches all great junction cities of west and south.  
**Two Great Trans-Continental Railroads Guarantee Comforts and Accommodations**

**T**WO of the greatest railroad systems in the United States, connecting every portion of the nation with San Diego, must effectually dispel any misgivings on the part of anyone as to San Diego's ability to handle the crowds that will visit the Panama-California Exposition.  
 These railroads—the Santa Fe and the Southern Pacific systems—reach into every portion of the great west from Chicago, St. Louis and Kansas City, either by direct or by allied lines, and are capable of easily handling daily any number of thousands who will come from the four points of the earth to San Diego's Exposition.

The newer "Salt Lake Route" into Southern California connects with the Southern Pacific system, making more elastic that railroad's capacity to serve the public with greatest comfort and dispatch, while the San Diego & Arizona railroad, now building from San Diego to Yuma, Arizona, will likewise connect with the Southern Pacific, giving another direct route.

Both roads run "model trains" from their far-eastern terminals, a popular means employed by tourists to California being to come west by one route and to return by the other, giving diversity of opportunity to view that marvelous scenery of the western states that out-rivals famous Old World show places.



Southern Pacific system taps great northwest, crosses continent by central and southern routes and connects all eastern roads.



